

From Mission to Mantra

A starters guide to focus your vision, passion and action on purpose

Frequently a mission statement is that thing that too many companies spend lots of time, which equals money, creating at some retreat as though they were crafting national legislation. After much squabbling and debate they frame their words and hang them on a wall to help collect dust. What a shame. Although it will take some time and reflection, crafting a mission statement shouldn't consume you or your resources. The same principle holds true when crafting a personal mission statement.

Very few people have a personal mission statement that they use as a guiding force in their lives. As a result they tend to live by accident or whim instead of on purpose.

This exercise will help you craft an early draft of your own personal mission statement. Although having one main purpose in life will serve you well by focusing your attitude, this exercise can also kickstart the mission of your family, community group or organization. The earlier you do this in the process of forming a new team of people the more effective it will be.

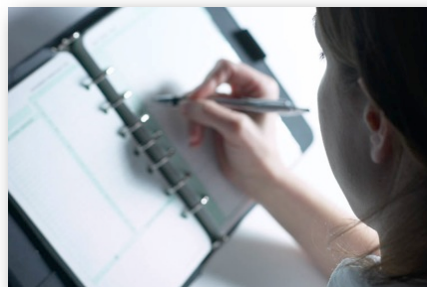


Your mission will change over time, but not necessarily in dramatically different ways. You will constantly refine and define it to fit your life experiences and goals more accurately. This is good. Remember, this exercise is designed to get you to begin thinking about how you want to live the rest of your life.

Step One:

Below are a list of some strengths and characteristics. Add more if you'd like then highlight the ones which you undisputedly possess.

Adaptability	Curiosity	Grace	Leisure time	Relationships
Adoration	Customer-	Graciousness	Liberty	Reliability
Adventure	service	Happiness	Liveliness	Reputation
Aesthetics	Decisiveness	Health	Love	Respect
Artistic	Dedication	Helpfulness	Loyalty	Responsibility
Creativity	Determination	Honesty	Luck	Security
Athleticism	Dexterity	Honor	Maturity	Self-Control
Authority	Drive	Hope	Memory	Self-Knowledge
Beauty	Education	Humility	Mercy	Sensitivity
Bravery	Elegance	Humor	Motivation	Sensuality
Calmness	Energy	Ideas	Musicality	Service
Carefulness	Enthusiasm	Imagination	Neatness	Social status
Charity	Ethics	Independence	Open-	Sophistication
Clarity	Excitement	Industriousness	mindedness	Spirituality
Comfort	Exercise	Influence	Opportunity	Stability
Communication	Faith	Initiative	Partnership	Strength
Community	Fame	Inner Peace	Patience	Success
participation	Family time	Innovation	Patriotism	Talent
Companionship	Fascination	Integrity	Perfectionism	Tolerance
Compassion	Financial	Intelligence	Perseverance	Trust
Competitiveness	comfort	Joy	Physicality	Volunteerism
Confidence	Flexibility	Justice	Pioneering Spirit	Warmth
Contentment	Forgiveness	Kindness	Power	Wealth
Control	Freedom	Knowledge	Precision	Wisdom
Courage	Friendships	Lawfulness	Pride	Wit
Courtesy	Generosity		Principles	
Creativity	Goodness			
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____



Step Two:

From the list below choose some of the ways you effectively and positively interact with people. Add more if you'd like.

Act	Document	Learn	Prescribe	Solve
Aid	Dramatize	Listen	Preserve	Speak
Analyze	Educate	Love	Prioritize	Stimulate
Authorize	Encourage	Manage	Produce	Streamline
Calculate	Engage	Manufacture	Promote	Study
Care	Entertain	Market	Protect	Suggest
Champion	Estimate	Maximize	Question	Supervise
Chronicle	Experiment	Measure	Reason	Support
Clarify	Facilitate	Mentor	Regulate	Target
Coach	Fix	Motivate	Rehabilitate	Teach
Collaborate	Focus	Negotiate	Repair	Test
Communicate	Fund	Nurture	Represent	Transform
Consult	Govern	Partner	Research	Translate
Contribute	Guide	Persuade	Revolutionize	Troubleshoot
Create	Help	Photograph	Reward	Uncover
Critique	Improve	Pinpoint	Sell	Unify
Debate	Influence	Plan	Serve	Verbalize
Design	Inform	Play	Simplify	Visualize
Diagnose	Innovate	Praise	Simulate	Volunteer
Direct	Lead	Predict	Sketch	Write
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____



Step Three:

Assume there were not constraints to achieve what you want and anything was possible. Describe your ideal world.

Step Four:

Go back to the words you highlighted in Step One and pick two strengths. Do the same thing from the list of selected words from Step Two and pick two positive interactions.



Strengths

1
2

Positive Interactions

1
2

Step Five:

Pick a group of people you feel compelled to serve and be as specific as possible. For example, "Kids" is not as strong as "Kindergardeners," which is even less specific than "Kindergardeners with asthma."

If you're stuck ask yourself, "What kind of people and does it matter?"

Keep asking, "What kind of people?" until you've reached the specific group you are attempting to define and ultimately serve.

Describe them here:

Step Six:

Fill in the blanks.

My purpose is to

use my _____ and _____
(Strength - Step 4) *(Strength - Step 4)*

to _____ and _____
(Interaction - Step 4) *(Interaction - Step 4)*

_____ so that
(Specific group of people - Step 5)

(Your ideal world - Step 3)

Step Eight:

With a mission statement you get a broad perspective of your purpose. Look through it and omit any overused and inflated words like *best*, *excellence*, *leaders*, *quality* and *premiere*. Try reducing your mission statement to only two or four words that make it very clear what you do. This is your mantra. You needn't go to the printer with it, you just need to live your mantra everyday with vision, passion and action.



Remember to live on purpose, not by accident.

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